

Message Text

UNCLASSIFIED

PAGE 01 DHAHRA 00828 200606Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----061832 201258Z /50
R 200640Z AUG 78
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6437
AMEMBASSY JIDDA
USLO RIYADH

UNCLAS DHAHRAN 0828

E.O. 11652: N/A
TAGS: BEXP, BFOL, SA
SUBJECT: MARCH 79 HEALTH CARE INDUSTRIES MISSION

REF: (A) USDOC 14898, (B) JIDDA 5554, (C) STATE 159375

1. CONGEN SENT FOLLOWING CABLE TO JIDDA REGARDING SUBJECT MISSION,
AND DHAHRAN'S COMMENTS WERE INCLUDED IN JIDDA 5554:

QUOTE
UNCLAS DHAHRAN 0828

E.O. 11652: N/A
TAGS: BEXP, XF, SA
SUBJECT: MARCH 79 HEALTH CARE INDUSTRIES SPECIALIZED TM

REF: (A) STATE 159375, (B) JIDDA 4675

1. POST WELCOMES SUBJECT MISSION AND FINDS FULLY ACCEPTABLE
YOUR RECOMMENDATION THAT TM SPEND TWO FULL DAYS IN DHAHRAN.
IF AT ALL POSSIBLE, WE WOULD ALSO RECOMMEND THAT TM ARRIVE
ON AFTERNOON OF DAY PREVIOUS TO FULL TWO DAY SCHEDULE SO
THAT WE COULD PLAN RECEPTION FOR THAT EVENING. AS YOU
WELL AWARE, RECEPTION IS VALUABLE TOOL FOR PROMOTION PURPOSES
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AND PARTICULARLY FOR APPTUNTMENT SCHEDULING.

2. ALTHOUGH WE DO NOT HAVE RESOURCES TO DO MARKET SURVEY
BEFORE JULY 15 (FAWZI HAS BACKLOG OF WTDR'S, TOM IS ON
LEAVE UNTIL AUGUST, AND DON IS ACTING P.O.), OUR GUT REACTION
TO MARKET POTENTIAL FOR U.S. HEALTH CARE TM MISSION IS
EXTREMELY FAVORABLE. IN ADDITION TO NEW 11 STORY HOSPITAL

ADDITION CURRENTLY BEING BUILT BY ARAMCO, THERE ARE ADDITIONS EXPECTED TO EXISTING HOSPITALS, AND AT LEAST TWO OF FIVE NEW HOSPITALS PLANNED BY SAG FOR KINGDOM ARE TO BE BUILT IN EASTERN PROVINCE. KING FAISAL UNIVERSITY IS PLANNING HOSPITAL/TRAINING CENTER, AND HOSPITALS FOR JUBAIL AND KING KHALID MILITARY CITY WILL BE NECESSARY PARTS OF URBAN DEVELOPMENT THESE TWO CENTERS.

3. WE HAVE HAD SOME TRADE INQUIRIES ABOUT US HEALTH CARE EQUIPMENT, BUT TM SHOULD BE EXTREMELY SUCCESSFUL PROMOTION EFFORT FOR THIS AREA.
MEYERS UNQUOTE.
BUSHNELL

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NNN

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